

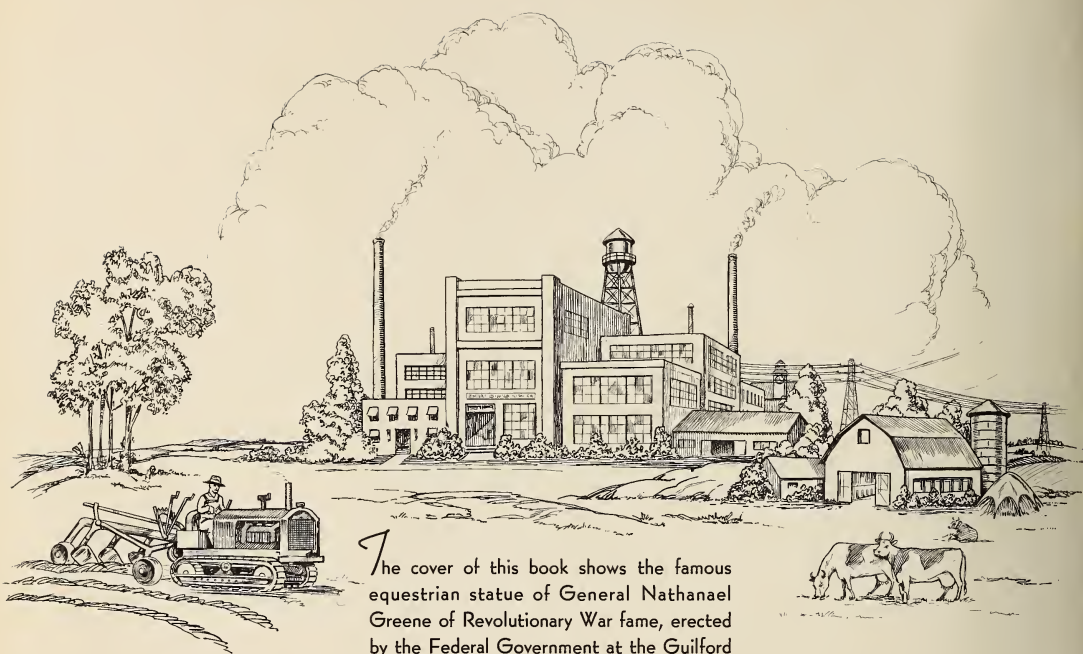
GUILFORD COUNTY

first in **NORTH CAROLINA**



GREENE)
GENERAL IN
SOUTHERN ARMY
14 1780
AUGUST 1742
JUNE 19 1786

GUILFORD
COURT HOUSE
HOBKIRKS HILL
NINETY-SIX
EUTAW SPRINGS



The cover of this book shows the famous equestrian statue of General Nathanael Greene of Revolutionary War fame, erected by the Federal Government at the Guilford Court House National Military Park in Guilford County.

觀此畫便知萬種不同樣的認識

There is an old Chinese proverb, "One picture is worth ten thousand words." To describe the advantages of Guilford County would require a sizable volume so we bring to you in this book a pictorial cross section of Guilford County.

But if you are interested in the equally absorbing story that facts and figures tell, a request will bring you full information. Just write

Chamber of Commerce, Greensboro, N. C.,
Chamber of Commerce, High Point, N. C.,
Guilford County Board of Commissioners, Greensboro, N. C.

A MESSAGE



George L. Stansbury, Chairman, Board of County
Commissioners, Guilford County North Carolina

Believing that the eyes of the Nation are on the fast growing progressive State of North Carolina, and proud of the prominent place that Guilford County occupies in that State, the Guilford County Board of Commissioners have prepared this book to show in action pictures how the people of Guilford County have capitalized their natural advantages to establish an independent economy—how they live and make their living.

Here indeed is a happy, healthy community where the gentility of neighborliness is still preserved—where solid American citizens are working together in the finest American tradition to develop a fine culture and insure an enduring prosperity.

Here within the bounds of the County are two of the sturdy young cities of the nation—Greensboro and High Point. Surrounding them is a smiling countryside, dotted with prosperous farms, where people may work and enjoy the fruits of their labor, where the climate is mild, yet invigorating, and where outdoor sports may be enjoyed the year 'round.

But decide for yourself. As you turn the pages of this book, see how much Guilford County has to offer to industry, to agriculture, and to the fuller enjoyment of life.

Geo. L. Stansbury

HOSIERY *For Men - Women - Children*



Bales of raw silk are carefully inspected as to quality and condition.

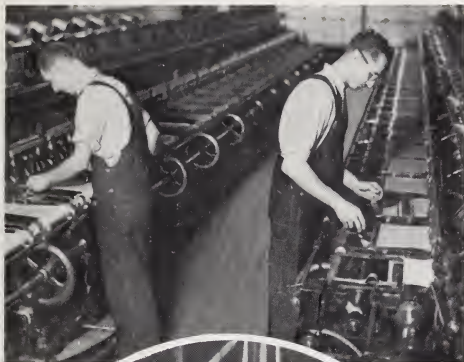


Skeins of silk are transferred to spools preparatory to twisting operation.

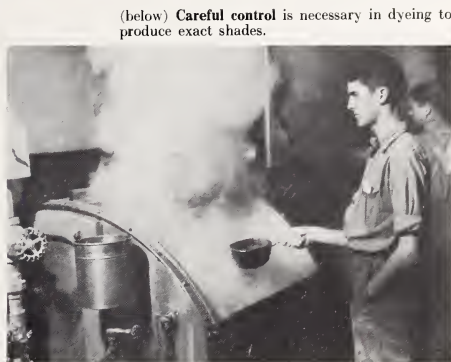
The manufacture of hosiery is one of the soundest, fastest growing industries of Guilford County. Hose of every type is made—for men, women and children—from raw silk or rayon to the finished product. Skilled labor, efficient machinery and the proximity of the nation's richest markets have assisted in the building of this great industry.



Circular machines make seamless hose.



(left) **Full fashioned machines** knit 24 stockings simultaneously.



(below) **Careful control** is necessary in dyeing to produce exact shades.



*S*killed labor, pure water and modern equipment play equal parts in the making of fine hosiery. Guilford County has all three.

(left) **Cellophane wrapping** keeps hose in perfect condition.



Boarding gives the hose its final shape and finish.

Perfect workmanship assures perfect fit.

FURNITURE

made for a Million Homes

A great furniture industry originally developed in Guilford County because of the supply of raw materials and the initiative of the early manufacturers. Skilled designers and honest, native craftsmen worked closely together, and now a national demand for this fine furniture keeps the industry constantly expanding.



Mild climate permits year around logging operations.



Fine furniture starts on the drawing boards of the designer.



Modern machines guided by skilled workers are used in the early operations.



Finishing requires careful handwork for best results.



Shaping chair arms with spindle carver.



Woodcarving from master design with a multiple spindle carver.



Fine fabrics are applied by the upholsterer to complete this davenport.

*F*ew industries require a closer co-operation than between the artist who designs and the worker in fine woods who with skill and patience turns these sketches into finished objects of great beauty and utility.

There has also been built up in Guilford an industry engaged in making woodmaking machinery that supplies machinery to the furniture plants of the nation.

The complete process of manufacture from logs to finished article can be done in Guilford with Guilford-made machines.



Furniture of every type and description. Few homes but have some furniture made in Guilford County.

Each year thousands of buyers for retail stores come to the Southern Furniture Exposition Building to see the latest furniture styles and designs. Two shows are held annually—January and July.



DENIMS

are made on Guilford Looms



Bales of cotton are received at the mill.

The greatest denim mills in the world are located in Guilford County. From these looms denims are shipped to all parts of the globe. Guilford mills are famous for the happy relations between management and labor.



Bales are opened and cotton starts through manufacturing operations.



Workers are happy and contented with ideal working conditions.



Each manufacturing step requires careful control.



After completion each yard of denim is closely inspected for possible flaws.



Shrubs and flowers add to the attractiveness of well-built homes in the mill villages.

OVERALLS *Work Clothes for the World*

A great overall manufacturing industry has developed in Guilford—making work clothes for the world from Guilford-made denims and webbing. Headquarters and principal plants of the world's largest overall company are located here, as well as smaller progressive companies.

Batteries of special electric sewing machines are used for stitching.



Final inspection insures perfect garments.



Electric knives, following carefully marked patterns, cut 50 thicknesses at a time.



Finished overalls pile up beside fast-moving skilled operators.

For work—for play.



Overalls are universally used.



VARIED INDUSTRIES



Corrugated shipping containers for southern products are produced on giant presses.

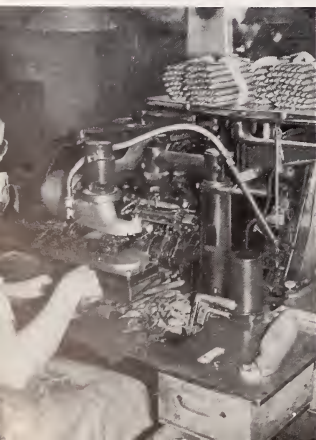
Terra Cotta products of all sizes and shapes are produced in Guilford.



Work shirt manufacture employs hundreds of skilled workers.



Textile chemicals are manufactured in great tanks of stainless steel.



(above) Molten Steel pours from a furnace in a Guilford foundry.

(left) Cigar machines operated by skilled workers produce thousands daily.

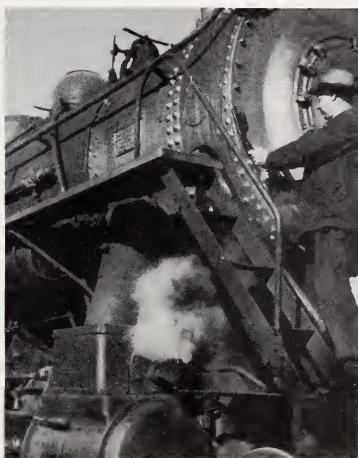
Cough drops pass the inspection line for final check.



Ornamental stone is shaped by powerful machinery and skilled artisans.

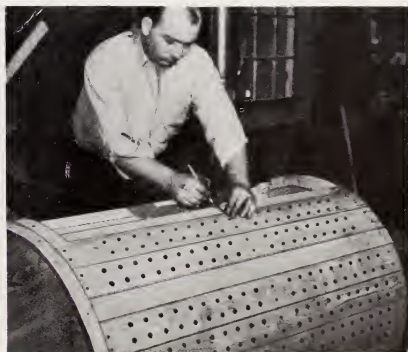


Steel fabrication calls for skill and powerful machinery.



Steam locomotives are kept in first-class condition in the railway shops.

Loom reeds, manufactured with a tolerance of .0001 of an inch, required expert operation of precision machinery.

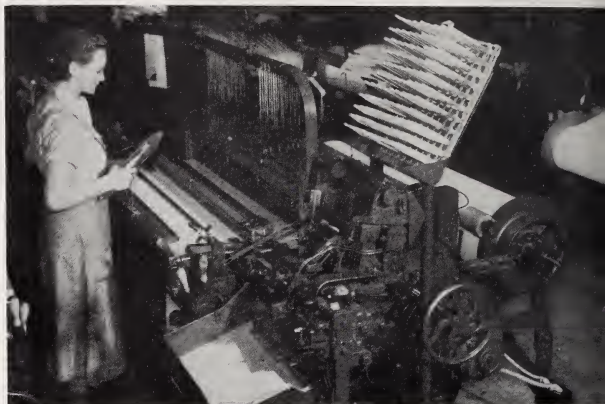


Laundry machinery, made in Guilford, goes to all parts of the nation.

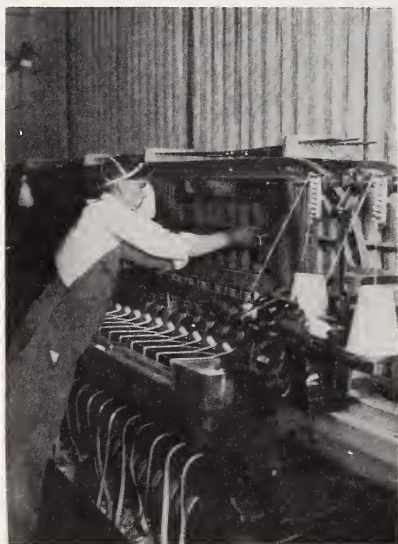
FABRICS - of Silk - Rayon - Rubber



Rayon warp being sized before weaving.

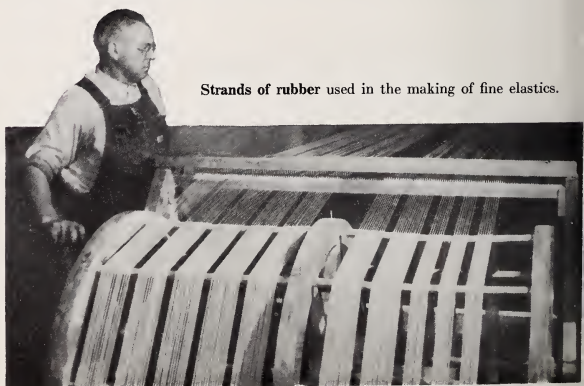


Automatic looms in one of the country's most modern weaving mills.

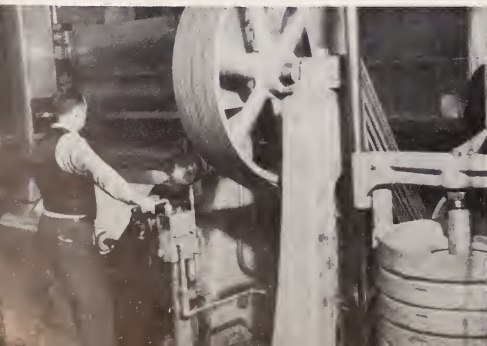


Narrow fabric looms are used in the making of all types of elastics.

Constantly growing in size and number are the plants engaged in rayon weaving, in making elastics and in finishing rayon fabrics. The headquarters of the largest rayon weavers in the world are in Guilford, as well as the most modern weaving plant in the country.



Strands of rubber used in the making of fine elastics.



(left) One of Guilford's newest industries is the finishing of rayon fabrics. Fast railroad and truck lines place these finished products in metropolitan markets overnight.

INSURANCE



The agency forces of the Guilford companies cover the nation.

The life insurance companies of Guilford County rank among the leaders of the nation, both in size and strength. Life insurance premiums are paid in both good times and bad, and this constant influx of money into the County has a marked stabilizing effect. The large payrolls are a valuable addition to the commercial life of the County.

The convenient location of Guilford County to the remainder of the State has also resulted in the establishment of many general agencies here by the country's leading life companies.

Applications, letters and premiums flow in with ever increasing volume.



One corner of the policy department of a Guilford company.

Thousands of families over the country receive monthly checks from the companies of Guilford County.



The insurance business requires a large and carefully trained personnel.





Powerful tractors build terraces and drainage ditches for soil conservation.

The best soil conservation procedure is followed. Terraces are laid out by experts, and work is done by both privately owned and County tractors. Crop rotation is generally practiced, and the land is constantly being improved and made more fertile.



Furrows follow the lines of soil conserving terraces.



Bright leaf tobacco is a steady money crop.

Diversified FARM

Mild climate, fertile soil and independent, self-reliant farmers have contributed to make Guilford County outstanding in the agricultural picture of the south. Gone entirely is the old plan of relying solely on money crops. Farm products are now diversified, and with this diversification has come continuing prosperity. The County government aided materially in this change by its trained County agents and



Commercial hatcheries supply poultry raisers with thousands of young chickens.

The Guilford County Dairy Farm supplies County institutions and teaches modern dairying methods.



ning *Prosperous*

with numerous demonstration projects. Nearby industrial centers provide a ready market for truck, and ice cream plants, creameries and abattoirs pour out a constant stream of money to dairymen and stock raisers. Tobacco continues to be an important money crop due to the soil conditions and to Guilford's location in the center of the great southern tobacco manufacturing district.



Fine live stock always has an interested audience.

Nurseries are nationally known and recognized.



Fertilizer made in Guilford is also shipped to all parts of the south.



Auctions at the live stock auction market bring together buyer and seller.



Diversified farming is clearly shown by this Guilford County fair exhibit.

The annual Guilford County Fair provides a meeting place and show room for the agricultural interests. Keen competition is aroused by the numerous exhibits, and blue ribbons for excellence are highly valued.



Spectators never interfere with mealtime.



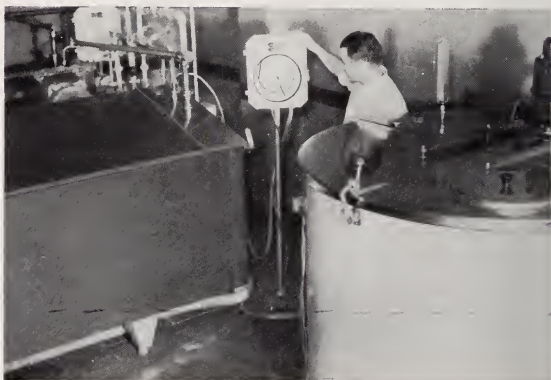
FARMING



Municipally owned abattoirs provide a ready market for stock raisers. All meat is carefully inspected and certified for condition and quality.



Curb markets are increasingly popular with consumers and farmers.



Creameries are modern in every respect.

Ice cream plants are large purchasers of dairy products.



(left) The Cooperative Cannery handles all types of farm produce.

SCHOOLS

are Complete and Modern



A child in Guilford may start school, and go from the first grade through college without ever crossing the bounds of the County. Schools are modern in every respect.



Libraries are popular in the numerous high schools.



Ready for Inspection in one of the south's leading military preparatory schools.



Athletics of all kinds add to the pleasure of school days.



Laboratory work teaches chemistry fundamentals.

Art classes seek out and develop latent talents.





Tony Manero and Henry Picard attract a large gallery.

Year Around RECRE



Crowds follow a match between Lawson Little, Harry Cooper, Tony Manero and Orville White.



Perfect form at the annual Sedgefield Horse Show.



Swimmers enjoy the lakes at the Greensboro Country Park.



Guilford enjoys football in the World War Memorial Stadium. The stadiums of Duke, North Carolina, Davidson and North Carolina State are within easy driving distance.



Annual track meets attract southern athletes.

Corner of the pool at High Point Municipal Park.

ATION *for Everyone*



Skeet shooting, a year 'round sport.

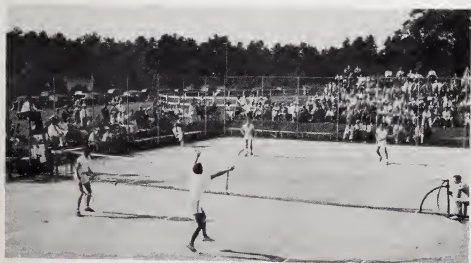
Other famous southern playgrounds are close by. Pinehurst and Southern Pines are near with their world famed golf courses—polo, trap shooting, horse shows and hunting. Asheville and The Great Smoky Mountain Park are within a few hours' drive to the west, and to the east are the sounds and beaches of eastern Carolina. Here are some of the finest duck shooting grounds in the country and excellent deep sea and surf fishing.



Following the hounds on an autumn morning.



Many Guilford companies have country club houses for employees.



Championship tennis attracts many spectators.



Playgrounds are numerous and well supervised.



Quail shooting attracts hunters from the entire country.



Bass fishing in a Guilford lake.

AIRPORT



The Greensboro-High Point Airport from 10,000 feet.

One of the Great Silver Fleet of Eastern Air Lines in front of the Administration Building.



NATIONAL PARK

The Guilford Courthouse National Military Park—scene of one of the most important battles of the Revolutionary War—is being restored and beautified by the Federal Government.



Equestrian statue of General Nathanael Greene. (see front cover)



New Colonial Museum recently completed.

HOTELS_CIVIC IMPROVEMENTS



Tourists find many attractions in Guilford County.

Guilford has every type of hotel—urban as well as resort. These hotels are modern in every respect, and as well equipped to care for conventions as for the individual traveler.



Excellent facilities are available for large crowds.



Construction work on a grade crossing elimination project.



Central location helps make Guilford County a convention center.

THEATERS

There are modern moving picture houses and legitimate theaters, excellent concert and lecture courses and active little theater groups.



A completed project. Few grade crossings remain in the County.



Little theater group in dress rehearsal.

RELIGION — ART — MEDICINE



The Art Center conducts classes in instruction and appreciation.



A young student.



Gullford churches play an important part in the life of the community.

Hospitals are numerous and well-equipped.



DISTRIBUTING CENTER



Truck lines provide quick transportation for manufacturers and retail stores.



Rail lines provide fast service for mail, freight and express.

Guilford County's location in the center of a prosperous region of industrial activity and rich farms make it an important distributing center for all types of products. A radiating web of train and truck lines make distribution fast, cheap and dependable. In addition to local distributors and wholesalers, many of the great companies of the country have here established branch offices and warehousing facilities. Due to its strategic location, many of the country's leading automobile manufacturers are concentrating dealers here from nearby states for their annual showing of new models.



Automobile dealers viewing the new models.



Early morning sees wholesalers loading trucks for distribution to nearby communities.

Prosperous shoppers crowd the streets of Guilford cities.



GOVERNMENT *Progressive - Efficient*



The Guilford County Commissioners meet in open session.



The County government maintains a modern sanatorium for the treatment of tubercular citizens.



Guilford County is governed by a Board of County Commissioners headed by a County Manager. The County is noted for the sound, progressive management of County affairs. The excellent financial condition, splendid health record, and the prosperity of its farm population graphically show the efficiency of the County government.

Guilford County was the first county in the nation to employ a full time health officer. The health record is excellent.



PUBLIC UTILITIES



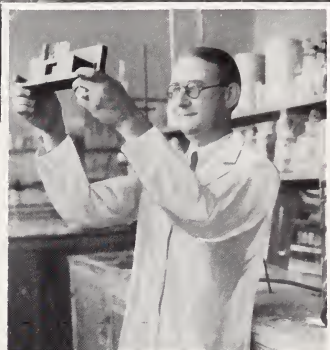
Mammoth reservoirs insure an adequate water supply.

Guilford County is blessed with an abundance of pure, soft water for manufacturing and domestic purposes, and ample electric power at reasonable rates. Hydro-electric plants utilize the swift flowing streams of Piedmont Carolina for the production of electric power. Supplementing these are steam plants, and both are

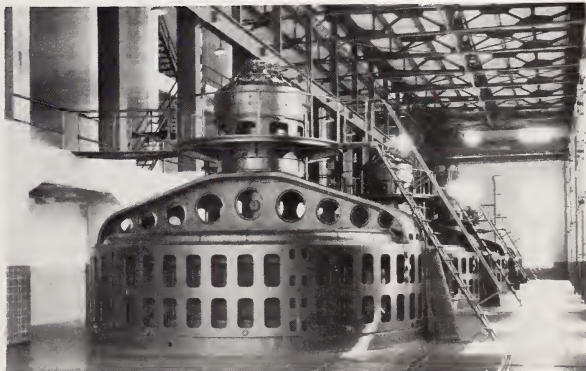
Interurban transmission lines make diffusion of industry practicable and rural lines carry cheap electric power to the farms and dairies.

closely tied together into a super power

system. Both water and power have contributed to the rapid growth of Guilford County manufacturing plants, and facilities are ample to care for increased consumption in the future.



Water is constantly checked for purity and softness.



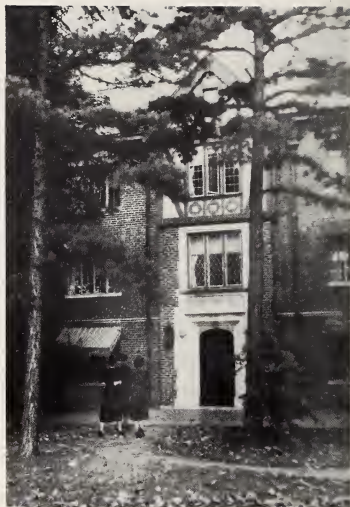
Giant generators develop hydro-electric power

HOMES



Air view of a lakeside home.

Ride in their homes is an outstanding characteristic of the people of Guilford County. The humblest cottages are often as artistically designed and built as the most pretentious homes. The mild weather makes possible outdoor gardens of great charm and beauty, and few homes are without tastefully landscaped gardens and plots. For those who prefer apartments, there are many buildings, modern, comfortable and attractive.



There are apartments available for every size income.



A typical Guilford small home. Flowers and shrubs add to its architectural attractiveness.



Private gardens are a source of pleasure the year 'round.

LOCATION: Guilford County is located on the Piedmont plateau of North Carolina, midway between the mountains and the sea. This elevated region, often referred to as the Work Bench of the Carolinas, contains the largest cities—the greatest industries. The land is rolling and fertile, crossed by numerous streams. Nationally known Asheville and Pinehurst are but a short drive away; Sedgefield is in the heart of the County.

AVERAGE ELEVATION: Between 800 and 900 feet above sea level.

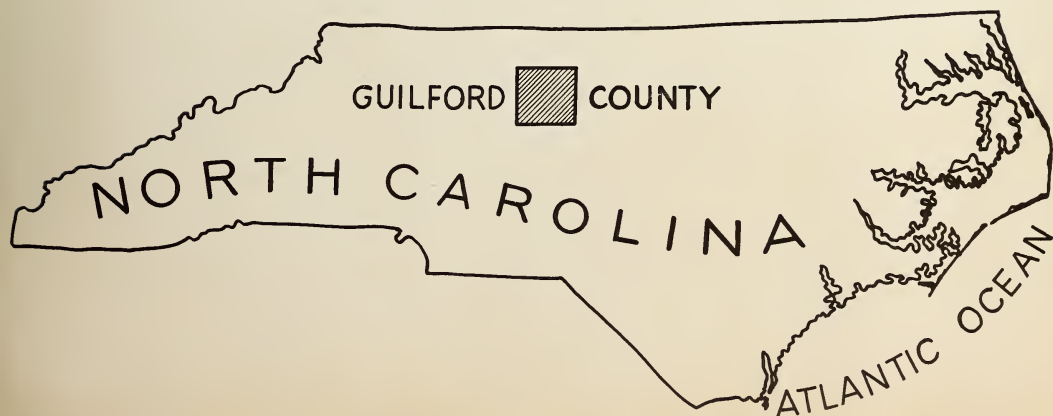
CLIMATE: The climate of Guilford County is mild and pleasant, avoiding both the rigors of the northern winters and the enervating heat of the far south. Rainfall (average 45.65 inches yearly) is evenly divided throughout the year. The excellence of the climate is shown by the health and initiative of the citizens—by the twelve-months' program of outdoor sports.

LABOR: Labor is almost entirely native Anglo-Saxon (less than one-half of one percent foreign born.) Many industrial workers have subsistence homesteads, and a network of good roads enable them to commute with ease. The exploiter of labor is not welcome in Guilford, but the employer who wants sturdy, intelligent, dependable labor at a reasonable wage will find Guilford ideal.

INDUSTRIES: The same favorable factors that have contributed to the growth of Guilford industries are today available to other manufacturers. Guilford welcomes new industries, and invites a thorough investigation of location, labor, power, water, taxation. Detailed information on any subject of interest to you will be gladly furnished.

FARMING: Farming in Guilford is progressive and prosperous. Climate and soil conditions are favorable, and markets numerous and accessible. If you are interested in any phase of agriculture, it will be a pleasure to give you facts and figures.

GENERAL: Guilford County today has a sound, well-balanced business structure. Its factories and farms are prosperous, its people contented. To the man of initiative it offers real financial opportunity and a place to live—happy and secure—in a most favored region of the fast developing south. Guilford appreciates your interest—merits your consideration—welcomes your further investigation.



GUILFORD COUNTY



First in North Carolina